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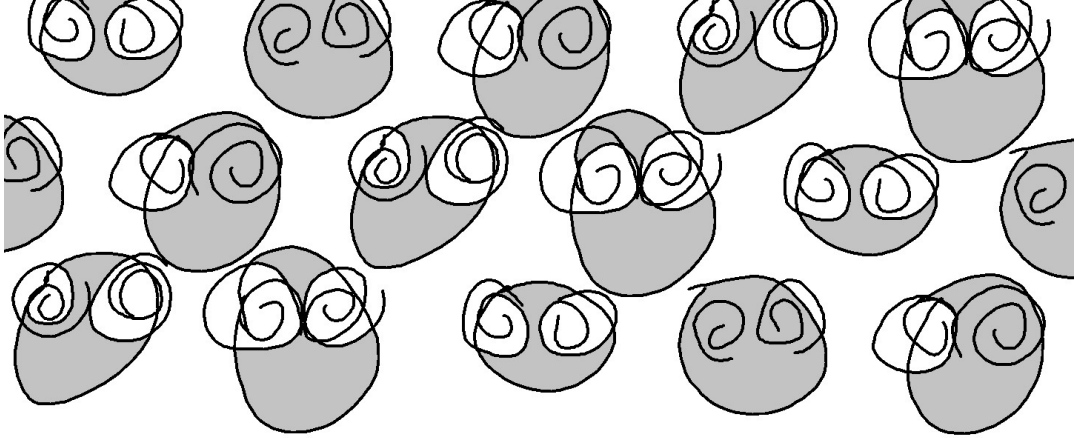
This zine was meant to be read while watching the hit film, Flower Hour. If you don't have access to Flower Hour, please visit. https://lilyellowtags.com. If the website has been taken down, there should also be a copy uploaded to https://bit.ly/3mnEeqi or at least https://archive.org/search.php?query=creator%3A%22%40lilyellowtags%22 .

Here's some QR codes to try, who knows when you'll be reading this and what websites will still be around:

(Lilyellowtags.com)

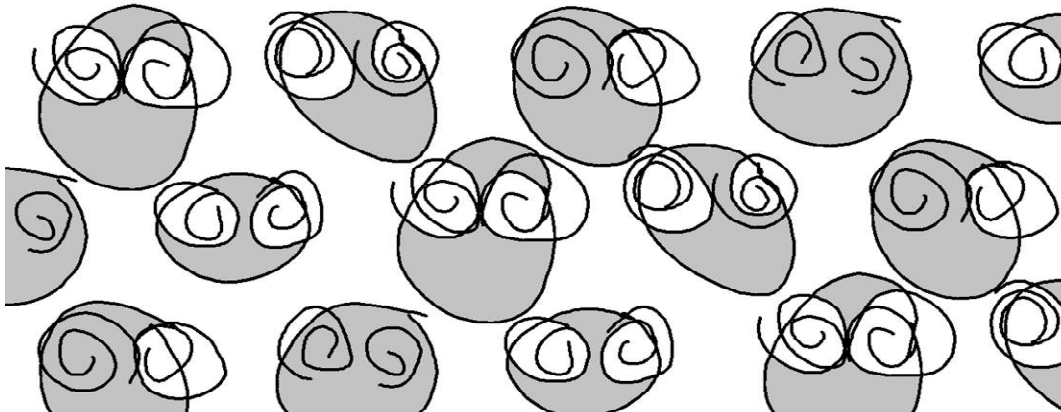
(@lilyellowtags on The Internet Archive)

It’s bittersweet, finally realizing the end of this project. So much time, effort and memories have been wrapped up in it, it’s wild seeing it end. I’m a different person than I was when this project began, and it’s beautiful seeing that progression through the films that I was able to work on for Flower Hour. My memories of the entire year of 2020 are so intertwined with my experiences with this project, it’s hard to disentangle myself and think about the pandemic and 2020 without Flower Hour.

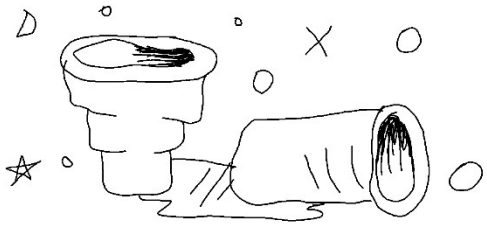


Flower Hour’s journey to the big screen has been incredible and improbable. I was there when the idea was generated. It was November 2019, four months before the pandemic began. We had watched a compilation of CGI shorts from the 1980’s, and liked the idea of making a compilation of short films using a variety of techniques from a large pool of creatives.

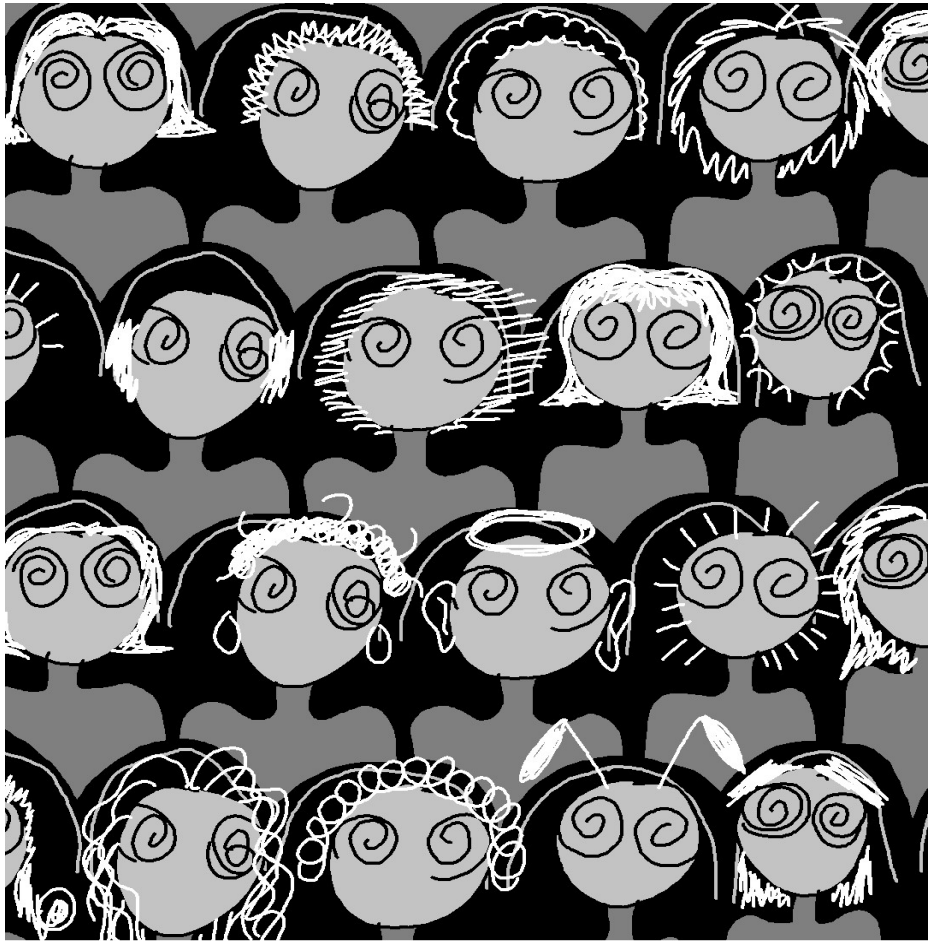
What is shown was our life for the past year and a half. Enjoy.

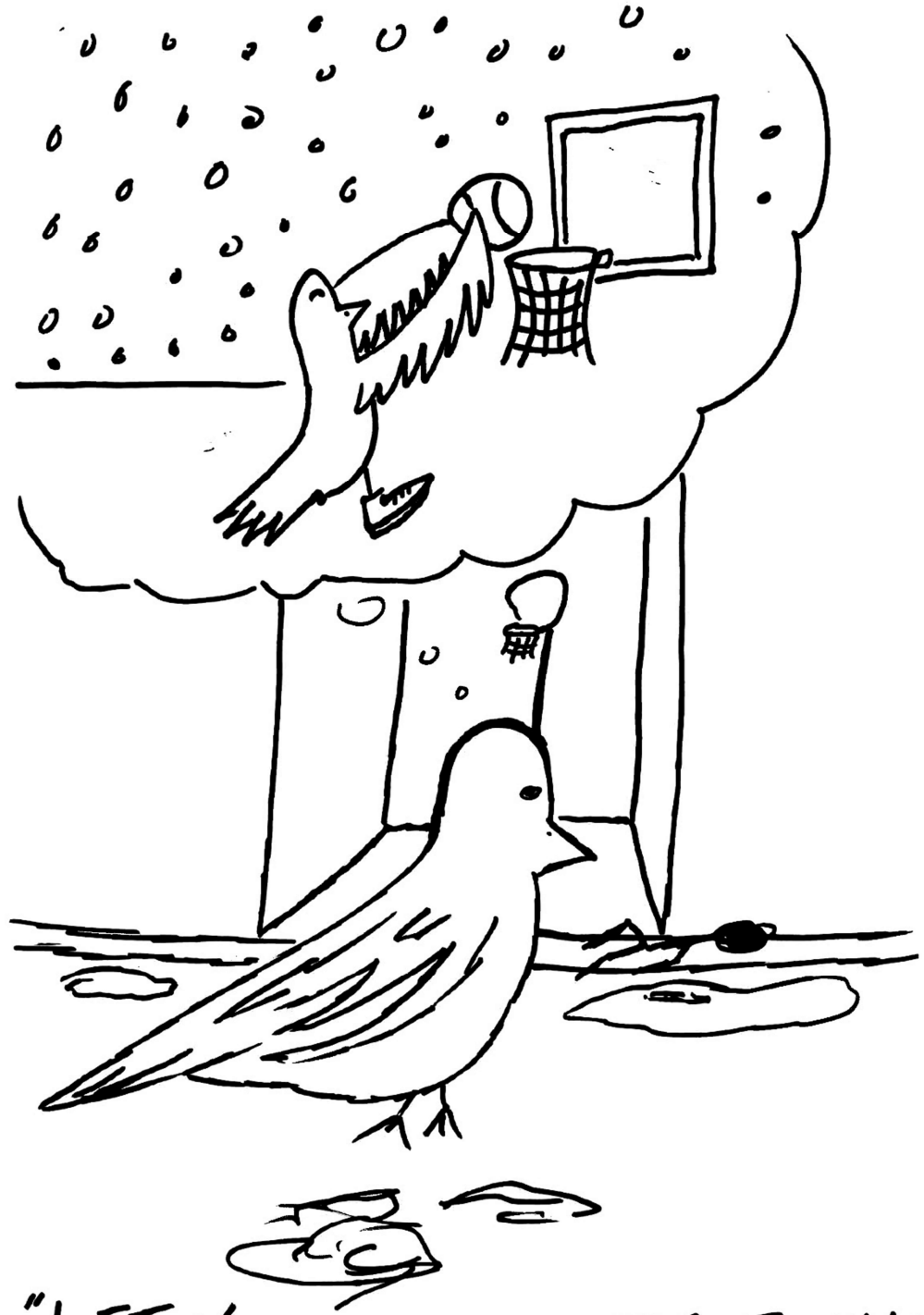


The one-minute films added together for a complete one hour piece has its roots in a drinking game called Power Hour. Power Hour is a movie, wherein at the end of each minute, the scene would change and everyone would have to drink some beer. There are many different versions of Power Hour on YouTube. Some are just 60 one-minute clips of SpongeBob or The Simpsons or of dogs playing. We wanted our project to be a higher quality version of this; a film that would feel equally at home at a college party as well as an art house theater.

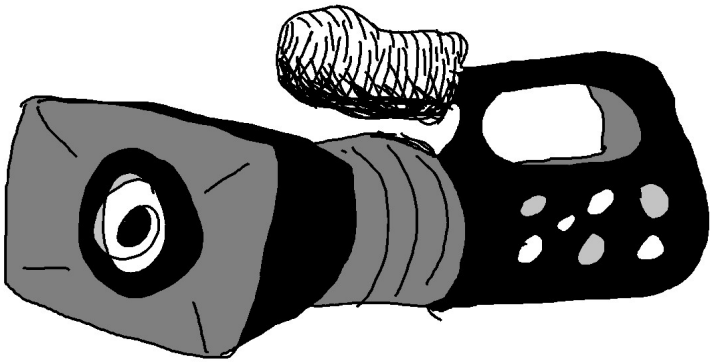


We hope that you come away from this show inspired to create something, anything. It doesn't have to be shared, but we hope you do. Flower Hour is not copyrighted; edit it, add in your own videos, whatever you want to do. Contribute your piece to the giant quilt that is the art project of humanity.

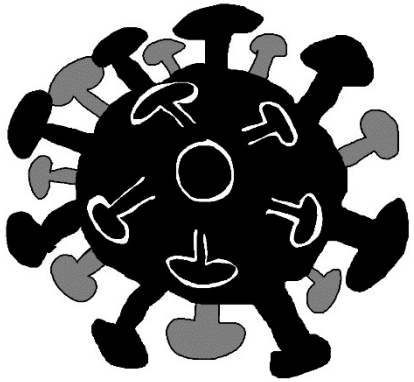




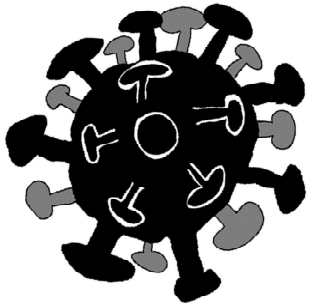
"LET YOUR DREAMS TAKE FLIGHT
- THIRD STREET BIRD

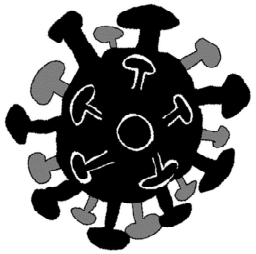


Production started off well enough. Scripts were made, ideas pushed forward, but our short films were being produced slowly and with long breaks in between. We didn't have the time or creative drive to make a large pool of films, even with all of the creatives involved.

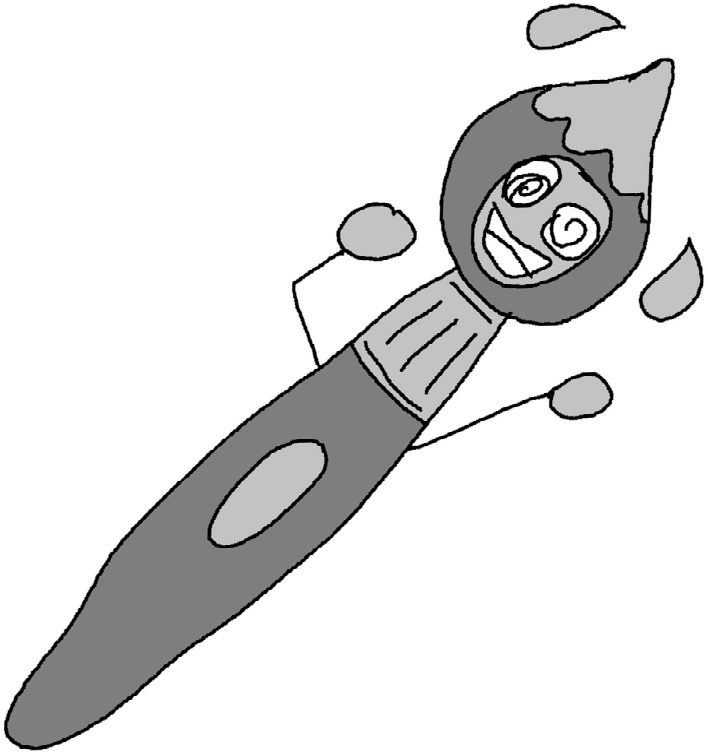


It wasn’t until mid-March 2020, when the weather was warming and news of the pandemic broke that our creative juices really started flowing. The project slowly morphed into an outlet to creatively release my built-up frustrations and extra energy from dealing with the pandemic into these one-minute projects.



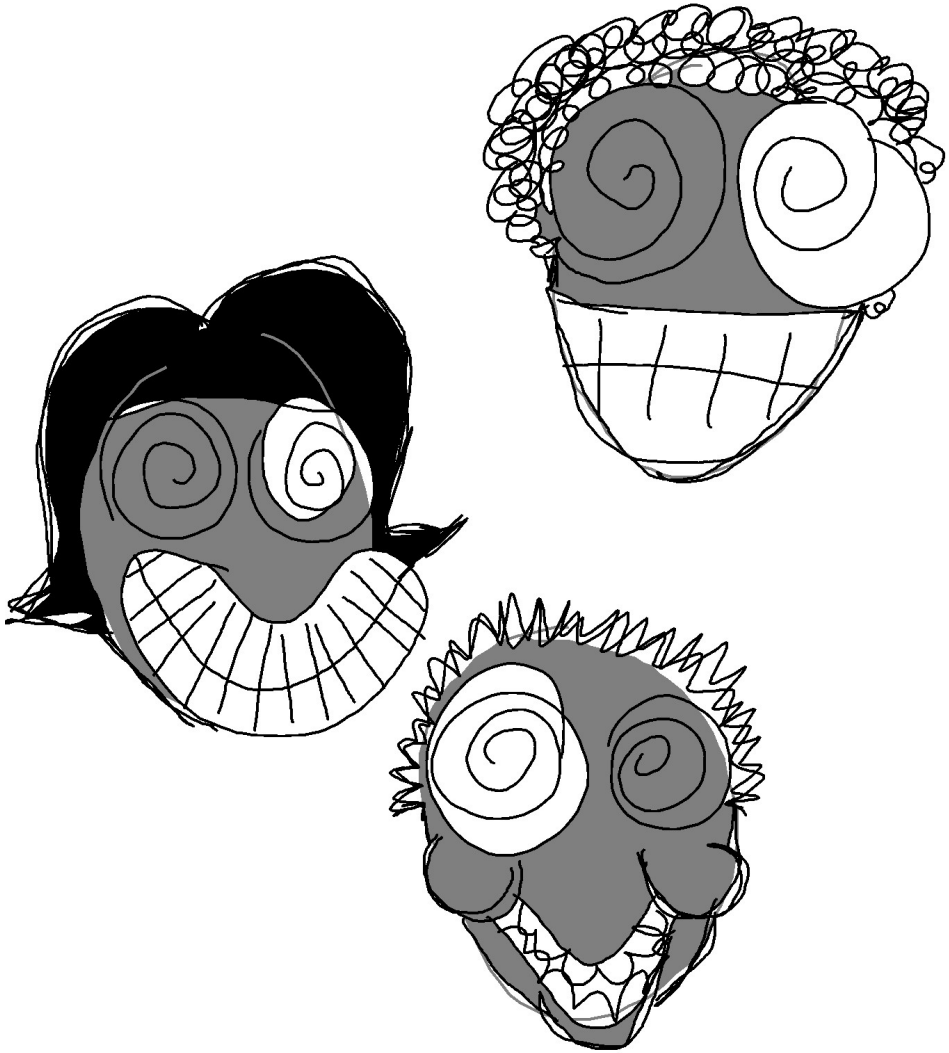


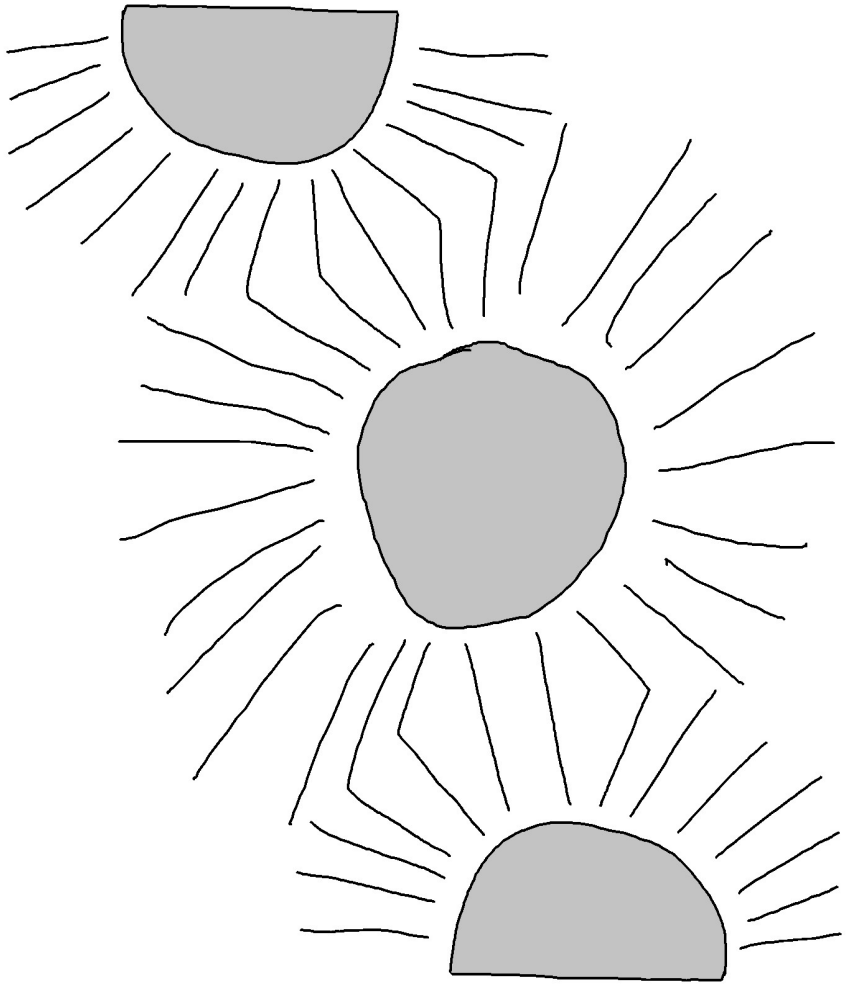
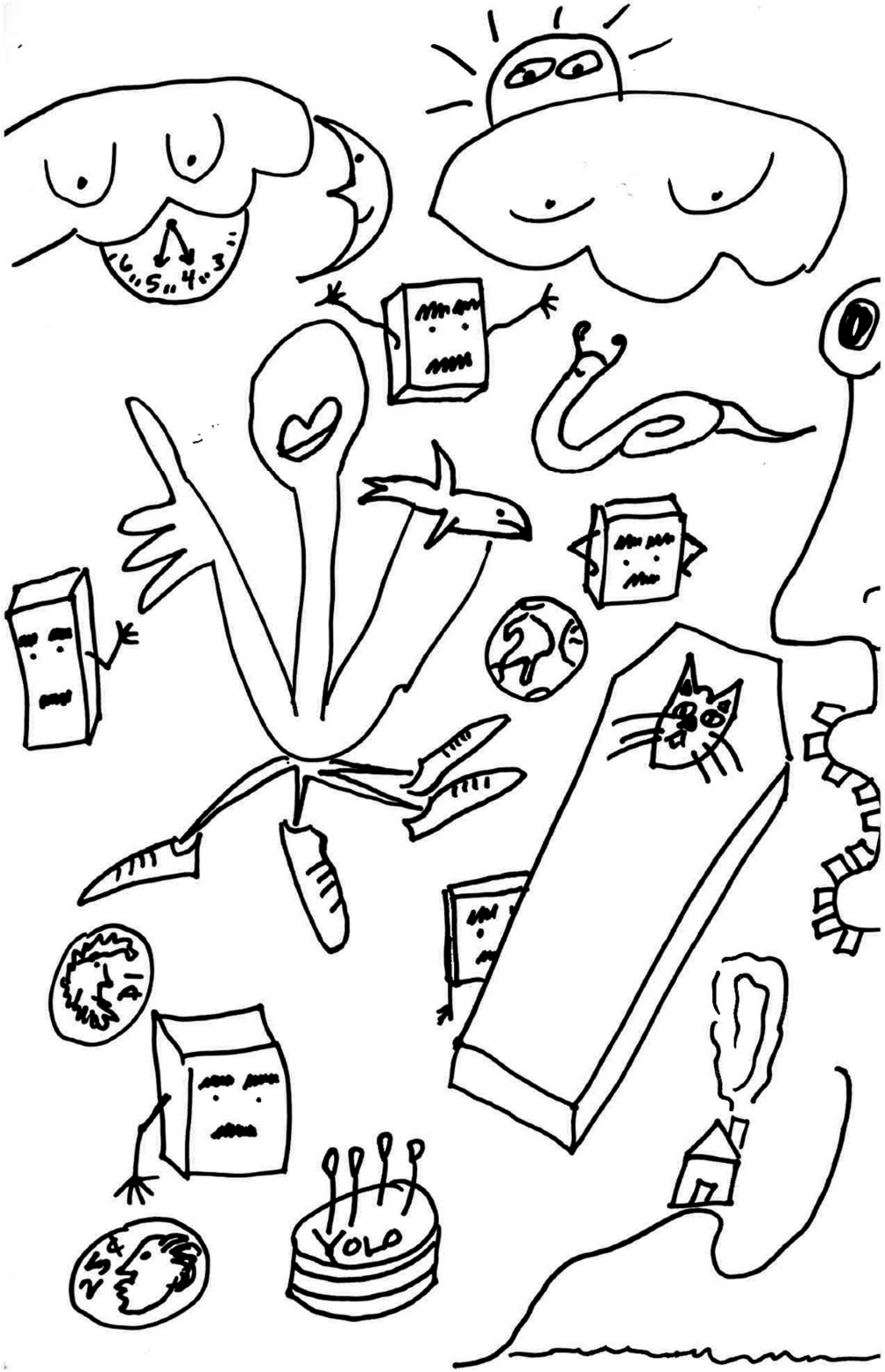
Art shouldn’t just be something meant to be consumed and studied, it should be made for its own sake. Humanity is an art project, and our actions are the paintbrush.



Even your single act of coming to this show is art. A shared experience creates friendships and fosters growth. Hell, parties are art. Art is in the word ‘party’.

I've come to see Art as my religion. To me, art at its core is creation, and in making art, we are closest to our own creator. We engage in art for a variety of reasons; to understand our relationship with our creator and the world around us, but also understand ourselves. We are the only species on this planet that has the power to consciously create, which in itself is incredible.



They were a way for us to socialize, collaborate and stave off the boredom we all experienced during those early days when everything was closed.

As we rolled into the summer of 2020, it became a weekend activity. It was our bar, our club, and our church. We got to catch up with friends, bring in family members or just hang out and edit our creations. Through this project, I've come to appreciate art and see collaboration in a new way.